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Anderson, W. Thomas, Jr., and Linda L. Golden. *Bank Promotion Strategy*. No. 2, pp. 53–65.

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Aykaç, Ahmet, Marcel Corstjens, and David Gautschi. *Is There a Kink in Your Advertising?* No. 3, pp. 27–35.

This paper explores the issue of response asymmetry to advertising response functions.

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Blaine, Gregory W. *The Electronic Media Scoreboard*. No. 4, pp. I-3–5.

Reviews the current cable-audience research reports available to media decision-makers, and suggests three steps which should be taken to help ensure that media decision-makers have the cable-audience research that they need.

Boyd, Marsha M. *See* Leckenby and Boyd.

Bush, Alan J., and James H. Leigh. *Advertising on Cable versus Traditional Networks*. No. 2, pp. 33–38.

This study finds that the conceptual model of advertising on the three cable networks—WTBS, CNN, and ESPN—does differ greatly from the model utilized on the traditional networks.

Cagley, James W., and C. Richard Roberts. *Criteria for Advertising Agency Selection: An Objective Appraisal*. No. 2, pp. 27–31.

The findings in this study strongly affirm the importance of the "people factor" as a criterion measure in the agency evaluation/selection process employed by a majority of firms surveyed.

Cannon, Hugh M. *The "Naive" Approach to Demographic Media Selection*. No. 3, pp. 21–25.

Addresses the validity of naive-demographic-indirect matching with the findings both positive and negative.

Corstjens, Marcel. *See* Aykaç, Corstjens, and Gautschi.

Cummins, Andrew E. *Great Expectations: How to Work with Management to Define Them and Satisfy Them*. No. 6, pp. RC-3–5.

Establishes a framework designed to define

and satisfy "great expectations," the root of which is effective communication between management and advertising.

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Dunn, Theodore F. *ARF's Copy Research Validity Project*. No. 6, pp. 40–42.

Covers the research design of the Copy Research Validity Project underway by the ARF Copy Research Validation Council. The project's purpose is to determine the predictive validity of copy research.

Eastlack, Joseph O., Jr. *Point of View: How to Take the Controversy Out of TV Copy Testing*. No. 6, pp. 00–00.

Eastlack reviews six popular schools of thought on television copy testing and presents his own approach toward making TV copy testing more relevant to marketing management.

Evanson, Donald. *Media Mix—Do We Practice What We Preach?* No. 5, pp. I-3–4.

Evanson finds that while ad industry executives state publicly that they will be looking into alternative, more reasonably priced media, in reality they do practice what is preached regarding media mix.

Farris, Paul W., and David J. Reibstein. *Overcontrol in Advertising Experiments*. No. 3, pp. 58–63.

This paper argues that state-of-the-art experiments overcontrol the environment and hence may mismeasure the effects of advertising.

Fenwick, Ian. *See* Zif, Young, and Fenwick.

Freiden, Jon B. *Advertising Spokesperson Effects: An Examination of Endorser Type and Gender on Two Audiences*. No. 5, pp. 33–41.

Examines whether consumer attitudes generated by advertising would differ depending on (1) the type of spokesperson appearing in the ad, (2) the gender of the spokesperson, and (3) the age of the audience members.

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Gardner, Burleigh B. *Research, Measurement, and Prediction*. No. 4, pp. I-6–8.

Gardner presents 10 theories which he considers relevant to the understanding and measuring of the effects of advertising.

Gautschi, David. *See* Aykaç, Corstjens, and Gautschi.

Gibson, Lawrence D. *Seven Questions for Advertising Researchers*. No. 6, pp. RC-6–10.

Outlines seven basic questions which should be asked—and answered—when engaging in the design of advertising research programs.

Golden, Linda L. *See* Anderson and Golden.

Gutman, Jonathan. *See* Reynolds and Gutman.

Haley, Russell I. *Benefit Segments: Backwards and Forwards*. No. 1, pp. 19–25.

Reports on a benefit segmentation study using both a backwards and a forwards approach; that is, the forward aspect refers to the normal approach to benefit segmentation in which segments are maximally discriminated by their *attitudes* and differences in *behavior* are analyzed through cross-tabulations whereas the backwards approach *begins* with behavior.

Haley, Russell I., Jack Richardson, and Beth M. Baldwin. *The Effects of Nonverbal Communications in Television Advertising*. No. 4, pp. 11–18.

This two-stage study, the purpose of which was to gain insights into nonverbal communications in television advertising, finds in the Stage I results reported here that nonverbals correlate more strongly with attitude shift than with recall and that nonverbal effects are more likely to be negative than positive.

Henry, John D. *Syndicated Public Opinion Polls: Some Thoughts for Consideration*. No. 5, pp. I-5–8.

Henry speaks out on the quality of public opinion polling conducted today discussing six problems associated with it, and concludes that the root of the problem is that not enough money is spent on research to discover the right kind of methodology to utilize in such polls.

Henry, Michael D., and Heikki J. Rinne. *Predicting Program Shares in New Time Slots*. No. 2, pp. 9–17.

This paper presents a television programming model which identifies variables affecting the share of the audience that programs receive.

Henry, Michael D., and Heikki J. Rinne. *Offensive versus Defensive TV Programming Strategies*. No. 3, pp. 45–56.

Compares the effectiveness of the basic competitive television programming strategies used by the national television networks, and concludes that the offensive programming strategy is overwhelmingly supported both for a single night and for an entire weekly schedule.

Hollingsworth, Kirk. *The Fragility of Attribute Data*. No. 6, pp. 44–49.

Propounds that some kinds of data, specifically attribute data in product or product-concept tests, are extremely fragile and subject to a lot of change when even relatively minor changes in survey design are made.

Johnson, Tod. *The Myth of Declining Brand Loyalty*. No. 1, pp. 9–17.

Hypothesizes four possible reasons for declining brand loyalty as well as some for lack of loyalty decline. Johnson concludes from his research that brand loyalty trends are not declining, but rather that marketers' awareness of what brand loyalty levels really are may be coming closer to the truth of where these levels have always been.

Keane, John G. *Our Aging Populace: Advertising Implications*. No. 6, pp. RC-10–12.

Keane provides some interesting and surprising data about the older segment of the U.S. population, and offers some guidelines in advertising targeted toward this segment.

Korgaonkar, Pradeep K., George P. Moschis, and Danny N. Bellenger. *Correlates of Successful Advertising Campaigns*. No. 1, pp. 47–53.

In the study reported in this article, the efficacy of several factors suggested by previous theory and research was examined in predicting levels of awareness, attitude change, and sales as criteria for campaign success.

Lapovsky, David. *See* Snyder and Lapovsky.

Leckenby, John D., and Marsha M. Boyd. *How Media Directors View Reach/Frequency Model Evaluation Standards*. No. 5, pp. 43–52.

In a survey conducted among media directors of the top 200 U.S. ad agencies, the authors found that although media directors express relative satisfaction with the media models they use, these estimation methods are perceived to be relatively inaccurate.

Ledingham, John A. *Are Consumers Ready for the Information Age?* No. 4, pp. 31–37.

The author's research shows that while society may increasingly be characterized by labor shifts to information-related industries, predictions of universal adoption of videotex—or even adoption by a mere majority of consumers—must be considered extremely optimistic at this time.

Leigh, James H. *See* Bush and Leigh.

Lewis, Ian M. *Do Concept Scores Measure the Message or the Method?* No. 1, pp. 54–56.

This paper addresses the issue of *context* on copy-testing results, using a case history developed from concept and concept/product tests conducted in a single product category.

Lipstein, Benjamin. *An Historical Retrospective of Copy Research*. No. 6, pp. 11–14.

Dr. Lipstein recounts a brief history of copy-research methodology dating back to the early part of the century.

Lipstein, Benjamin, and James P. Neelankavil. *Television Advertising Copy Research: A Critical Review of the State of the Art*. No. 2, pp. 19–25.

In this paper, the authors attempt to (1) identify current practices in television copy testing; (2) understand and clarify the various stages involved in the evolution of a commercial; (3) identify the specific types of research techniques and measures used by advertisers and advertising agencies; and (4) compare what is practiced by the industry in copy research to PACT, a document which enumerates suggested practices and procedures in testing television advertising.

MacDougall, Malcolm D. *Try to Make Us Smart Before You Call Us Stupid*. No. 5, pp. I-9–11.

MacDougall, a creative, makes a plea to advertising researchers to research more about what triggers a buying decision in the consumer if they, the researchers, want the creatives to develop more effective advertising.

Madden, Thomas J., and Marc G. Weinberger. *Humor in Advertising: A Practitioner View*. No. 4, pp. 23–29.

Report on a survey conducted among executives at leading U.S. ad agencies which was designed to create a knowledge base composed of expert opinion on the use of humor in advertising.

Marquardt, Raymond A., and Gene W. Murdock. *The Sales/Advertising Relationship: An Investigation of Correlations and Consistency in Supermarkets and Department Stores*. No. 5, pp. 55–60.

This study finds that retail advertising expenditures appear to be significantly correlated with retail sales levels for both general merchandising firms and supermarket chains.

Mehrotra, Sunil. *How to Measure Marketing Productivity*. No. 3, pp. 9–15.

This article discusses how marketing decisions made with a view to increasing market share or income, or both, in the short term can adversely affect the long-term health of a company; it further develops a measure of marketing productivity, consistent with the marketing concept.

Michell, Paul C. *Agency-Client Trends: Polarization versus Fragmentation*. No. 2, pp. 41–52.

Investigates the broader trends in the U.K. advertising industry during the late 1970s and the early 1980s, and finds that a degree of polarization appears to have occurred in client choice of agency type.

Michell, Paul C. *Accord and Discord in Agency-Client Perceptions of Creativity*. No. 5, pp. 9–24.

Reviews the literature on creativity in general and advertising creativity in particular, and reports the results of a small-scale survey on advertiser and agency perceptions of creativity.

Moldovan, Stanley E. *Copy Factors Related to Persuasion Scores*. No. 6, pp. 16–22.

Reanalyzes data from a SSC&B study to determine which factor is most indicative in predicting persuasion in advertising and thus also influential in the buying decision.

Moore, James H. *Researching the Researchers: Who's Reading the Journal?* No. 3, pp. 64–68.

Reports results from a *JAR* subscriber study conducted in 1983.

Moran, William T. *Coming to Power: The Market Structure of Advertising Research*. No. 6, pp. RC-12–14.

Moran points out that new ideas and probing analyses must be brought to the data if anything is to be learned from the new electronic advertising research technologies.

Morgan, Anthony I. *Point of View: Magic Town Revisited (A Personal Perspective)*. No. 4, pp. 49–51.

Warns advertising researchers about the pitfalls of mixing up advertising and marketing issues with techniques and technologies.

Morgan, Anthony I. *Point of View: Who's Killing the Great Advertising Campaigns of America?* No. 6, pp. 33–35.

Morgan suggests that it is not copy testing per se that is killing advertising campaigns but fixed, immutable, institutionalized copy-evaluation systems.

Moschis, George P. *See* Korgaonkar, Moschis, and Bellenger.

Motes, William H., and Arch G. Woodside. *Field Test of Package Advertising Effects on Brand Choice Behavior*. No. 1, pp. 39–44.

Evidence emanating from this field experiment suggests that certain advertising messages can dramatically increase the number of buyers of a particular brand as well as positively influence repeat buying, while other messages have no substantive impact.

Murdock, Gene W. *See* Marquardt and Murdock.

Naples, Michael J. *Electronic Media Research: An Update and a Look at the Future*. No. 4, pp. 39–46.

A perspective from the president of ARF on the current state of electronic media research and the possibilities for its future.

Neelankavil, James P. *See* Lipstein and Neelankavil.

Ostrow, Joseph W. *Setting Frequency Levels: An Art or a Science?* No. 4, pp. I-9–11.

According to Ostrow, it's a bit of both but with a definite bias toward art.

Plummer, Joseph T. *How Personality Makes A Difference*. No. 6, pp. 27–31.

It is *brand* personality that makes a difference—i.e., how the consumer perceives the brand.

Preston, Ivan L., and Esther Thorson. *The Expanded Association Model: Keeping the Hierarchy Concept Alive*. No. 1, pp. 59–65.

Outlines an expanded version of the Association Model formulated by Preston in 1982, summarizes its development, and elaborates on its practical implications.

Reibstein, David J. *See* Farris and Reibstein.

Reynolds, Thomas J., and Jonathan Gutman. *Advertising Is Image Management*. No. 1, pp. 27–37.

Discusses the contributions that the mean-ends chain research model (the linking of attributes to consequences to personal values) can make to creating images for products/services.

Richardson, Jack. *See* Haley, Richardson, and Baldwin.

Rinne, Heikki J. *See* Henry and Rinne.

Roberts, C. Richard. *See* Cagley and Roberts.

Snyder, Marshall, and David Lapovsky. *Enhancing Survey Response from Initial Non-consenters*. No. 3, pp. 17–20.

The research reported in this article demonstrates that among those who initially refuse over the telephone to participate in an upcoming mail survey, a second telephone contact, preceded by a letter and inducement, can recover questionnaires and thereby improve the overall survey response rate.

Spagna, Gregory J. *Questionnaires: Which Approach Do You Use?* No 1, pp. 67–70.

Through case studies, the author shows that different question approaches sometimes yield different answers.

Stewart, David W., and David H. Furse. *Analysis of the Impact of Executional Factors on Advertising Performance*. No. 6, pp. 23–26.

The study reported here finds that executional factors appear to account for between 13 to 26 percent of the variance in related recall, depending on how the analysis was done; i.e., the more variables used, the more variance was found.

Thorson, Esther. *See* Preston and Thorson.

Watkins, Robert J. *An Advertiser's Perspective on Claim Substantiation*. No. 5, pp. I-12–14.

Watkins, associate general counsel for Procter & Gamble, discusses how P&G views advertising substantiation, when they believe con-

sumer research is appropriate in substantiating advertising, and some of the shortcomings in applying consumer research in claim substantiation.

Webber, John C. *Mechanics of Day-to-Day Advertising Research*. No. 4, pp. I-12–14.
Outlines some principles of mechanics for advertising research, crucial of which are discipline and clear thinking.

Weinberger, Marc G. *See* Madden and Weinberger.

Weinstein, Curt. *See* Weinstein, Drozdenko, and Weinstein.

Weinstein, Sidney, Ronald Drozdenko, and Curt Weinstein. *Advertising Evaluation Using Brain-Wave Measures: A Response to the Question of Validity*. No. 2, pp. 67–70.
A response to an article by William Katz in the April/May 1983 *JAR*, Vol. 23, No. 2 in which Katz concludes that experiments with normal subjects confirming hemispheric specialization of function are rare.

Woodside, Arch G. *See* Motes and Woodside.

Wybenga, Hans, and Joel N. Axelrod. *Predicting the Optimum Price*. No. 5, pp. 27–31.
This paper describes a simulated shopping approach to predicting the relationship between price and demand.

Young, Elliot. *Visibility Achieved by Outdoor Advertising*. No. 4, pp. 19–21.
Reports on a study which observed the actual *seeing* experience of drivers regarding outdoor advertising; that is, the attention-getting ability of outdoor boards from the perspective of individuals in automobiles was tracked.

Young, Robert F. *See* Zif, Young, and Fenwick.

Zif, Jehiel, Robert F. Young, and Ian Fenwick. *A Transnational Study of Advertising-to-Sales Ratios*. No. 3, pp. 58–63.
Presents an empirical analysis of advertising expenditures in different national markets and finds some differences but many similarities.

Editorials by Edward M. Tauber

Advertising Development Efficiency. No. 5, p. 7.

Advertising Strategies for the Dominant Brand. No. 1, p. 7.

The Age of Experimentation. No. 2, p. 7.

INSIGHTS. No. 4, p. 9.

The Never-Ending Question. No. 6, p. 9.

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